**Communications Team**

**Position Summary: Communications Coordinator**
The **Communications Coordinator** is responsible for overseeing and enhancing internal and external communications to ensure effective engagement with church members, visitors, and the broader community. This role includes managing social media, digital content, newsletters, event promotions, and other communication channels to foster connection, engagement, and outreach.

**Key Responsibilities:**

**1. Internal & External Communications**

* Develop and implement a **communications strategy** that aligns with the church’s mission and vision.
* Ensure clear, consistent, and engaging messaging across all platforms.
* Serve as the primary point of contact for church-wide announcements and community updates.

**2. Digital & Social Media Management**

* Maintain and update the church website with current events, sermons, and ministry updates.
* Manage and grow the church’s social media presence on platforms like Facebook, Instagram, Twitter, and YouTube.
* Create and schedule engaging social media posts, videos, and graphics.
* Monitor engagement metrics and adjust strategies accordingly.

**3. Email & Newsletter Communications**

* Create and distribute **weekly or monthly newsletters** to keep the congregation informed.
* Design and send email campaigns regarding special events, ministry updates, and prayer requests.
* Maintain an updated email contact list and oversee subscription management.

**4. Event Promotion & Outreach**

* Develop promotional materials (flyers, posters, banners, and digital graphics) for church events.
* Work closely with ministry leaders to ensure effective communication about upcoming programs.
* Partner with local media or community organizations for outreach opportunities.

**5. Branding & Content Creation**

* Ensure consistency in branding across all communication materials.
* Write, edit, and proofread content for bulletins and website updates.
* Capture and edit photos/videos for storytelling and engagement.

**6. Member & Community Engagement**

* Foster two-way communication between the church leadership and congregation.
* Gather and share **testimonies, success stories, and community impact updates**.
* Respond to inquiries on social media, email, and the church website.

**7. Administrative & Reporting**

* Maintain a calendar of church events and ensure timely communication.
* Track and analyze the effectiveness of communication strategies.
* Report engagement insights and suggest improvements to leadership.

**Qualifications:**

* Strong faith and commitment to the church’s mission.
* Experience in **communications, marketing, journalism, or digital media** (preferred).
* Proficiency in social media management, email marketing tools, and website updates. Strong writing, editing, and storytelling skills.
* Ability to work collaboratively with ministry leaders and volunteers.
* Graphic design, video editing, and photography skills (a plus).